

1/26/94 2:57 PM

VW93 DIRECT MAIL SUMMARY

V-WEAR '93 DIRECT MAIL						
QUANTITY MAILED						
	DIRECT MAIL #1 (420)			DIRECT MAIL #1 (451)		
	CELL#	QTY. MAILED		CELL#	QTY. MAILED	
"IMAGE"						
Full Margin Plus	1	17,088		7	16,909	
Full Margin Slims	2	486,908		8	479,183	
Full Margin Competitive	3	163,514		9	159,050	
Full Margin Competitive Add Names	7	0				
SUB-TOTAL		667,600			655,142	
"VALUE"						
Deal Sensitive Slims	4	15,667		10	15,396	
Deal Sensitive Competitive	5	66,612		11	64,677	
Price/Value	6	345,499		12	331,726	
SUB-TOTAL		427,778			411,799	
TOTAL		1,095,378			1,066,941	
NO. OF RESPONDERS/ITEMS ORDERED						
	DIRECT MAIL #1 (420)			DIRECT MAIL #1 (451)		
	CELL#	#RESP.	#ITEMS ORD.	CELL#	#RESP.	#ITEMS ORD.
"IMAGE"						
Full Margin Plus	1	3,265	11,443	7	773	1,082
Full Margin Slims	2	23,831	72,163	8	7,304	9,853
Full Margin Competitive	3	3,173	9,065	9	1,002	1,330
Full Margin Competitive Add Names	7	130	381			
SUB-TOTAL		30,411	93,052		9,079	12,265
"VALUE"						
Deal Sensitive Slims	4	847	2,532	10	236	558
Deal Sensitive Competitive	5	1,026	2,755	11	406	865
Price/Value	6	1,808	4,727	12	1,088	2,270
SUB-TOTAL		3,681	10,014		1,733	3,693
TOTAL		34,092	103,066		10,812	15,958
MAIL #100		44,904	113,024			
%RESPONDERS/ITEMS ORDERED (Base: Quantity Mailed)						
	DIRECT MAIL #1 (420)			DIRECT MAIL #1 (451)		
	CELL#	#RESP.	#ITEMS ORD.	CELL#	#RESP.	#ITEMS ORD.
"IMAGE"						
Full Margin Plus	1	19.11%	66.97%	7	4.57%	6.40%
Full Margin Slims	2	4.93%	14.82%	8	1.52%	2.06%
Full Margin Competitive	3	1.94%	5.54%	9	0.63%	0.84%
Full Margin Competitive Add Names	7	0.03%	0.23%			
SUB-TOTAL		4.56%	13.94%		1.39%	1.87%
"VALUE"						
Deal Sensitive Slims	4	5.41%	16.16%	10	1.53%	3.62%
Deal Sensitive Competitive	5	1.54%	4.14%	11	0.63%	1.34%
Price/Value	6	0.53%	1.37%	12	0.33%	0.68%
SUB-TOTAL		0.86%	2.34%		0.42%	0.90%
TOTAL		3.11%	9.41%		1.01%	1.50%
Base used here is 163,514						

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